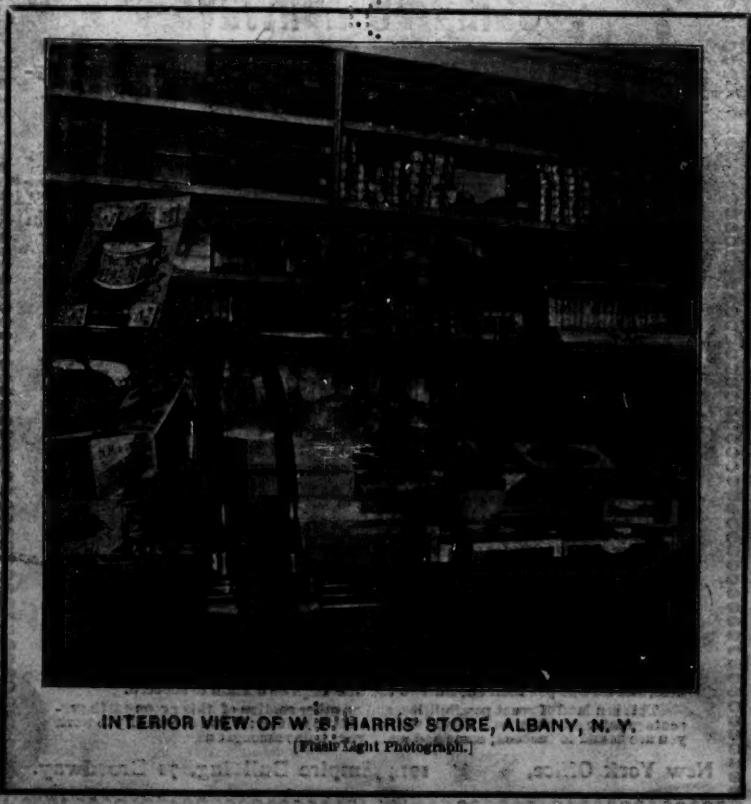


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THE STORE

A MONTHLY MAGAZINE FOR THE RETAILER



INTERIOR VIEW OF W. B. HARRIS' STORE, ALBANY, N. Y.
[Flash Light Photograph.]

TS 2220
56
Incorporated Under the Laws of California, February, A. D. 1894.

International Homestead Company

OF CALIFORNIA.

Lands For Sale in "RIVERSIDE," "ONTARIO," and
other California Colonies.

BLYTHE ESTATE LANDS IN RIVERSIDE
COUNTY, CALIFORNIA.

50,000 Acres

Fronting Fifteen Miles on the Colorado River. This Property is
reached from the East, via the

Santa Fe Railway,

and from "THE NEEDLES," CALIFORNIA, by Steamers plying
between "THE NEEDLES" and "YUMA," ARIZONA.

The great railroad system, known as "The Santa Fe" in the West and "The Atchafalaya" in the East, extends from Chicago, Kansas City, and Denver direct to California, and its complete system of Pullman Sleeping Cars and fast trains from all of these cities and St. Louis, makes the journey to California simple and comfortable at the very least, if not positively enjoyable. The service at the Dining Rooms along the Santa Fe is admittedly superior to that of any other transcontinental line, and the California Limited is equipped with handsome Buffet and Dining Cars.

The Blythe Tract is irrigated by ditches, which get their supply of water from the Colorado River—pure mountain water. The soil is first-class—just the same as our colonies spoken of above, and will produce any citrus fruits, deciduous fruits, grapes, and any kind of vegetables, grain, grasses, etc., etc., as is produced in any part of California.

We are subdividing this property into 10, 20 and 40 acre tracts.

We shall lay out a town site on the river of 600 lots, each one acre, four of them in a block.

Around the North, South and West side of the town we will lay out one row of five acre residence lots. The East side will front the Colorado River.

The prices of the 20 and 40 acre tracts will be \$15 to \$20 per acre.

The town lots about \$50 each, and the five acre residence lots will be sold at about \$125 each.

These prices are made for the benefit of the first year's settlers. Of course, prices will advance as the place is populated.

Many settlers will buy two to four of our town lots for a residence, in addition to a 10, 20 or 40 acre tract for oranges, lemons, grapes, other fruits, etc., etc.

The nights are cool and delightful, no matter how hot the day has been, insuring refreshing sleep. Stock is also free from disease, and the finest of all kinds can be raised here on the natural pasture. Water is good and abundant both for domestic and stock use. Average temperature, 60 degrees to 80 degrees.

Settlers can work on their farms almost every day in the year.

If you decide to come, we want you satisfied, and will try to make you so; we have no use for dissatisfied parties in our community. We want men that till the soil and combine farming with stock raising or fruit growing or any producing business, and all who put their shoulder to the wheel can be certain to succeed.

This is a land of great possibilities, and no other section of this green earth presents greater advantages. This is the sum of the matter; if you are willing to work you are bound to succeed; come and make your home amongst us.

New York Office,

1014 Empire Building, 71 Broadway.

A.T.S. Nov 20-08

A.T.S. Mar. 20-08

THE CIGAR STORE 4383 6121

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Please remember we shall always be glad to publish communications and letters from Retailers, Jobbers and Manufacturers throughout the country on matters of interest to the Man Behind the Counter.

THE CIGAR STORE PUBLISHING CO.,

Telephone, 3707 Cortlandt.


50 Times Building, New York.

Just What You Want...

1000 Gummed Labels and
The Cigar Store, one year \$1



We Will Give You...

- ✧ 1000 Gummed Labels, with your name, business, address, etc., neatly printed thereon, with a year's subscription
- ✧ to THE CIGAR STORE, for only \$1.00. The labels alone would cost you more, while THE CIGAR STORE,
- ✧ a Monthly Magazine for the Retailer,—handsomely illustrated and printed on fine paper, containing timely
- ✧ articles, trade talks, correspondence, and items on the trade generally, especially adapted to the needs of the
- ✧ man behind the counter; also "Window Dressing Department," with illustrations of up-to-date windows and
- ✧ what you want to know about making your window attractive and increasing your sales—is exactly what
- ✧ you want, and will help you in many ways. 

A. SCHULTE,
Cigars and Tobacco

39 Park Row,
NEW YORK.

EXACT SIZE.

There are a thousand ways you can use these little business-getters in advertising your business and keeping your name continually before smokers generally. "Out of sight is out of mind," unless you stick 'em on boxes of cigars, packages of tobacco, cigarettes, etc., and then they simply cannot forget you.

Our Label Printing Department turns 'em out by the millions, and we will furnish labels to subscribers at rock-bottom prices. One thousand is not enough for you? Well, we will give you

3,000 Gummed Labels, with a year's Subscription, for \$2.00
5,000 Gummed Labels, with a year's Subscription, for 3.00
10,000 Gummed Labels, with a year's Subscription, for 5.00

Cash to accompany all orders.

Tell us what you want on your labels (the less reading matter it contains the better it will look), and send in your order to-day, enclosing money or express order. Please write plainly, giving full address. Labels will reach you by mail in about two weeks; too much work ahead to promise 'em sooner.

DO IT TO-DAY,
NOW, RIGHT AWAY.

THE CIGAR STORE...

50 Times Building, New York.

Please mention THE CIGAR STORE in answering advertisements.

THE CIGAR STORE

A MONTHLY MAGAZINE FOR THE RETAILER.

VOL. I.

NEW YORK, APRIL, 1899.

No. 1.

Happenings in Havana.

HAVANA, March 18.—The new enterprise incorporated under the name of the Havana Commercial Company, and capitalized at \$20,000,000—\$7,500,000 preferred stock (7 per cent. accumulative), and \$12,500,000 common—the promoters of which for months past have had representatives at work in Havana and neighboring towns, their object being to gain control of a number of the leading factories, have closed options and gained possession of the factories, trade-marks and tobacco lands of the following well-known cigar and cigarette factories: Pedro Murias, La Flor de Yncian, La Africana, Antiguada, Cruz Rosa, Manuel Garcia Alonzo, Por Larranaga, Juan Lopez, La Vencedora, La Diligencia, La Carolina, Rosa Aromatica, Villar y Villar, and El Siboney. In addition to the factories purchased, the syndicate, which is American, represented in Cuba by Mr. Hugo Reitzenstein, secures the leaf tobacco business of F. Garcia, Bro. & Co., and the services of Mr. Francisco Garcia, in whose hands the purchase of tobacco for the factories and the general direction of same will be. Mr. Ferdinand Hirsch, the American agent of the Henry Clay & Bock & Co., with offices at 32 Broadway, New York, will be the managing director of the new syndicate.

The annual output of the acquired factories is over 100,000,000 cigars per annum. Mt. Farquhar McRae, an expert accountant from the States, has been employed, and is now investigating the affairs of

the different companies, having recently arrived from New York with Mr. Francisco Garcia. Another visitor interested in the deal is a Mr. Burke, of the banking house of H. B. Hollins & Co., also of New York.

The tobacco market continues unchanged, and the last lots of the old crop are being disposed of at high but irregular prices. The few lots of the new crop which have come to this market, especially that of the Vuelta Abajo district, are said to be exceptionally fine. Local manufacturers are the principal buyers, and but little engaged as yet for export. Prices are about as follows: \$100 for Vuelta Abajo good fillers, \$85 for Remedios wrappers, \$75 for Remedios first Capaduras, and \$65 for Remedios second Capaduras. Exports of tobacco, March 10-17, about 2,500 bales; exports of cigars, March 10-17, about 4,000,000; exports of cigarettes, March 10-17, about 150,000 packages. The merits of Havana tobacco, as well known, are appreciated all over the world, and the following statement will prove interesting: France imported last month $1\frac{1}{2}$ millions of cigars and 121,000 packages of cigarettes; Mexico received 25,000 cigars; and even Spain does not disdain the flavor of Havana tobacco, for she imported last month about 348,000 cigars and 26,000 packages of cigarettes. Havana tobacco will continue to remain in demand at all times all over the world.

Havana cigar manufacturers are turning over in their minds a prob-

lem greater than that of tobacco production. It is the problem of flexible fingers. They figure that next year the production will be much larger than this year, and that in two years it will be restored to the basis that prevailed before the war, when there was enough leaf tobacco for an annual output of 250,000,000 cigars. They even look for an increase in production. Then the question with them will be of the labor supply to utilize it. The shortage in leaf is a temporary difficulty. The lack of flexible fingers worries them lest it become a permanent drawback.

Tampa Topics.

TAMPA, March 24.—Several factories have materially increased their force of cigarmakers, and others are desirous of doing likewise if they can get the skilled workmen necessary in the making of fine cigars. The Ybor-Manrara Co. will soon seat 200 more employes in their factory than they are at present working. This will be close to the largest number of cigarmakers ever employed by this big firm. But it must be borne in mind that the output of this factory, as well as many others here, is worth far more now than when, perhaps, more people were employed, because the demand now is for cigars of a higher grade than ever before. This not only means that the output is more valuable, but the sum paid out for the making of the goods is larger. Some grades cost as much as \$40.00 to \$50.00 per 1,000 to make alone, not counting the other labor that is employed in getting the tobacco ready for the men at the tables.

Up to and inclusive of the evening of the 11th inst., the cigar manufacturers of this place had imported 3,265 bales of tobacco. As this tobacco, laid down in the factories, represents an average of \$300.00 per bale, one can easily see that the cigar business of Tampa is quite an industry, the 3,265 bales amounting to nearly a million dollars—and the year not a third gone yet. The fact that the importations are no

larger is due entirely to the fact that tobacco has been very scarce on the island, especially in the Partido and Vuelta Abajo districts, where all of the fine tobacco used here comes from. With a full crop in those districts the importations would reach an enormous figure.

The Tampa cigar industry is an interesting one, but there is especially one factory that stands above all others in point of interest. It is operated by a woman—Miss Louise Castro, of Chicago—who is also manager. All the details of the factory are handled by her in a most business like and skillful manner, every detail of the production of the cigars in her factory coming under her personal supervision. The factory is engaged exclusively in the production of cigars of the higher grades, and not one leaf but the best of Havana tobacco has ever found its way into her factory. Miss Castro is an excellent judge of tobacco, and this fact, coupled with her shrewd business policy, is the foundation of her success. One of her brands is called "Flor de Castro," the label of which is a work of art, representing a scene from the Woman's Building at the Chicago World's Fair.

The Board of General Appraisers has sustained the protest of A. Montealegre, of this city, on 26 bales of Havana leaf entered at this port. Of this consignment 25 bales were sent back by the Appraiser as unstemmed filler leaf, dutiable at 35c per lb., and the remaining bale as unstemmed wrapper tobacco, dutiable at \$1.85 per lb. Duty was assessed as a wrapper bale, and Mr. Montealegre objected. The Board found that the said one bale contained filler leaf, and therefore the protest was accordingly sustained.

The manufacturers here are subjected to much annoyance in sometimes having to wait for the tobacco examiner, whose district extends from New Orleans to Atlanta and St. Augustine. An effort is being made to have the Treasury Department place an examiner here permanently, so the manufacturers will not have to wait for him to

come, from probably New Orleans, to examine tobacco they want immediately. Another room for complaint is the frequent delay in securing internal revenue stamps, such as was experienced on the 1st, 2d, 3d and 4th inst. The headquarters of this district are in Jacksonville, a much less important centre, and well-directed energy is being brought to bear on the Department in Washington to have the headquarters transferred to Tampa or else divide the district. The outcome of the matter is watched with much interest by all concerned, but no prediction can be ventured.

The Santana Cigar Co.'s factory, at Port Tampa City, was quickly destroyed by fire on the night of the 10th inst., being burned to the ground in a very few minutes after the fire was discovered. The building was a three-story frame structure and contained a complete outfit for the manufacture of cigars and cigarettes. Very little stock was in the building, so the loss was principally on the building and fixtures. The former was valued at \$3,000 and the latter \$500, all fully insured. The fire is supposed to have been of incendiary origin.

Mr. Juan B. Creagh, of Philadelphia, a member of the firm of Creagh, Gudknecht & Co., of Tampa, spent a few days in the city recently on his return from Cuba. He met many Cuban cigarmakers there who have left Tampa since the war, many of whom begged him to bring them back here with him, not realizing while they were on this side what a good place Tampa was. Hundreds of them would come back to this city if they could, but they have no money.

A visitor last week was Mr. Miguel Alvarez, of Y. Pendas & Alvarez, of this city and New York, who will go to Havana before returning to the Metropolitan City.

Mr. A. B. Ballard is in Havana for a several weeks' stay to look over the market and purchase desirable leaf for his factory in this city.

Mr. I. Baron, of San Francisco, was here quite recently. He is a

large dealer in cigars, and was here for the purpose of opening accounts with local factories for a supply of the famous Tampa goods.

The P. San Martin Co. has been incorporated with Wilfred C. Clarkson, Pres.; P. San Martin, Vice-Pres. and General Manager; and Guy C. Clarkson, Secretary and Treasurer. The company will manufacture cigars, cigarettes, etc. The capital stock is \$10,000.

The Consumers' Company is building a new trolley line out to the site of the El Modelo cigar factory. This will be used to haul material to the new factory, which is in course of construction.

F. Garcia & Bros., who have been occupying a factory in West Tampa for some years, have purchased what is known as the La Hilda factory, just across the Fortune street bridge, and one of the largest factory buildings in the city. It is more than double the size of their present quarters, but this much space is absolutely necessary in view of the rapid progress made by this firm and the enlargement of their business. They will move in at once.

It is said S. Ottenberg and Bros. are thinking seriously of establishing a branch factory here for the manufacture of Havana cigars exclusively.

Salvador Rodriguez, owner of the Charles the Great factory, is back from Havana, where he bought choice lots of the weed in field. It will be handled by his own men.

A Careless Smoker Did It.

At the investigation into the cause of the destruction of the Windsor Hotel in this city on the 17th ult., it has been stated by witnesses that a man, after lighting his cigar, carelessly threw the match he used into a lace curtain, thereby setting fire to it, the flames quickly spreading to all parts of the building and cutting off escape, entailing a loss of many lives, besides reducing to ruins one of the costliest and most luxuriantly furnished hotels in the city.

Key West Tidings.

KEY WEST, March 20.—The cigar industry of this city is now enjoying a brisk revival of trade. The factories are receiving steady orders and increasing their forces daily in order to meet the demand from all parts of the country for their goods. Some of the larger factories are working full forces, and the present year, from the outlook at this time, will be a most profitable one for the manufacturer. The prices are the schedule ones that have been used for years past, notwithstanding the increase in the price of leaf tobacco. Steamers from Havana bring a large number of bales of leaf every trip, and the bonded warehouses are once more being filled. While the larger factories are filling orders for their customers throughout the entire Union, the smaller ones are doing a good business also in supplying the wants of the merchants and cigar stores of this city.

Cubans and Americans alike, who came to the "land of the free" during the recent insurrection and rebellion, are now flocking back to the island, but advices from there state that many of them are on the road to starvation, being unable to obtain work. Many cigarmakers are among the number, and unless they find assistance very soon they will be compelled to succumb and fall by the wayside.

Mr. Domingo Villamil, the manager of the Ferdinand Hirsch Co., left for Havana last week to look over the leaf market. He was accompanied by his partner in the La Africana factory, Mr. Juan Pino. The Hirsch Company is doing an excellent business and working a good sized force.

Mr. A. Lincoln Pohalski, of P. Pohalski & Co., gave a dinner last week, complimentary to Mr. James H. Murray, a wholesale cigar dealer of New York. The dinner was an excellent one, under the management of Mr. G. B. Smith, of the Hotel Key West, being served in the cafe, where covers were laid for fifteen. An orchestra discoursed sweet music until midnight.

The E. H. Gato Cigar Co. are constantly adding to their force of workmen, and in a very few weeks it is thought the maximum force will be employed, as their business is constantly improving, with a daily increase of orders.

Sweet Violets.

Mr. J. Edward Cowles, manager of the cigar department of Austin, Nichols & Co., New York, is an admirer of things beautiful, and knows exactly how to display a window so it will catch the eye of every passerby. This fact was demonstrated recently by the just too lovely—a woman's phrase, though very applicable right here—display he was responsible for in the window of the Kinsman Pharmacy, at Eighth avenue and 125th street, New York, the exhibit being that of the "Sweet Violet" brand of cigars of his house. In the centre of the window appeared a pretty girl, adorned by a handsome violet silk dress and with glistening diamonds at her throat, and to every male visitor to the store the fair damsel presented a cigar.

The decorations consisted of boxes of the brand, used with artistic effect around the base of the window, while from above and reaching to the bottom, close up to the heavy plate glass, hung strings of violets, leaves and flowers, which, alternated, were so arranged as to make it a bower of violets. Below were the cigars, some within and others without individual cigar pouches, and intermingling with cigar novelties and devices of various kinds used in advertising the goods. During the first two days of the exhibition the sales of the "Sweet Violet" equalled the previous two weeks' business, being evident that nothing succeeds like success, and having some special idea in mind when starting to dress a window, and not fixing it up in flim flam shape.

It is said that this handsome exhibit, still further elaborated, has since been used in Waterbury, Conn., and Brooklyn, N. Y.

Chats with Local Retailers.

Neatness and attractiveness are two essential features in all lines of business in this rapid age, and in none more so than the retail cigar and tobacco business. With these two things second only in his mind, T. J. Donigan's shop in the new building, at 43 Centre St. is an inviting looking establishment. Of course, in opening, Mr. Donigan's first consideration was high class goods, and here they are to be found in clear Havanas, being F. Garcia & Bros' Marcelina, and Perez, Rodriguez & Co.'s Tuval, carried in several sizes and selling rapidly, while the preference in seed and Havana is given to Generalidad, the product of H. C. Nolan & Co., Philadelphia, for whose goods Mr. Donigan is agent. A full line of pipes, cigarettes, etc., is also carried, and the most fastidious user of the weed can be suited—no matter what he smokes or chews.

Baum & Lippmann, 1024 Third Ave., distributors for S. Ottenberg & Bros., are doing an excellent business, or, as they put it, booming. Chauncey Depew, Hazel Kirke and Principe Alfonzo are ready sellers and the watchward among the lovers of an inexpensive high grade cigar. Their own private brands, among which are El Astronomo and American Salute, are also held in high esteem by their customers, and enjoy a large sale. A line of Julius Becker & Co.'s pipes are carried, and with a full line of cigarettes and smoking, Baum & Lippmann do not fear a blasting of their favorable prospects. They have occupied this store just about a year, and during this time have established a business and reputation which many dealers much longer in business would be proud to possess. With the experience, acquaintance and excellence of their goods, this firm stands head and shoulders above many of their competitors.

With the approach of balmy spring weather, Sam Slomon's store, at 59th St. and Third Ave.,

is being artistically touched up by the handlers of the paint brush, and when completed will appear much more attractive than formerly. The front will be a bright red, the interior woodwork white, trimmed in gold, and with the nice arrangement of the large and complete stock of cigars, pipes and tobaccos carried, this store can but command an increased patronage. Mr. Slomon reports business going along about as usual with a steady run on Gato's goods, the El Modelo and Pinzon brands, in clear Havanas, while in seed and Havana the Washington Irving, made by A. L. & A. G. Kaufmann, takes the lead. A complete assortment of imported and domestic smoking and cigarettes is shown here, and also as fine a line of pipes as can be found in N.Y.

The Dittgen Pouches.

A good quality well made pouch is an essential feature with makers of cheroots, stogies, etc., who pack their goods in this manner. The printing should be of the best, the material of high grade, and the pouch should by all means be of attractive appearance and nobby design. The Dittgen Co., 528 Walnut street, Cincinnati, has been manufacturing pouches, tobacco bags, etc., for the past 20 years, and are prepared to furnish on short notice a satisfactory pouch, made exactly from design furnished, and first-class in every sense, at a comparatively small cost. They pay the same careful attention to small orders as large ones, and solicit a trial order, knowing they can please the most fastidious firm.

Judgment for \$124,000.

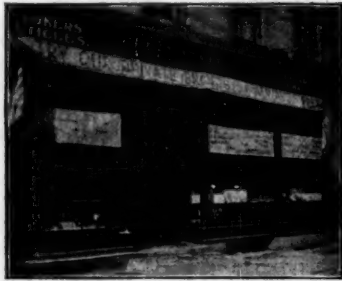
Col. Julian S. Carr, late President of the Blackwell's Durham Tobacco Co., has had judgment entered against him in favor of Mr. W. D. Judkins, the manager of the leaf department of the Union Tobacco Co., for \$124,000 damages for breach of contract in refusing to pay a commission of 5 per cent. on the sale of \$2,448,091 of stock of the Blackwell Co., negotiated by Mr. Judkins in December last.

Through the Empire State.

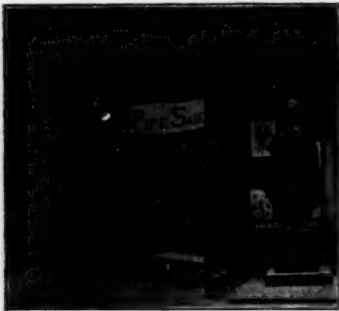
A REPRESENTATIVE of THE CIGAR STORE has just returned from a trip through the West, stopping en route in the principal cities of the Empire State, at which time illustrations appearing in this article, and also others which will appear later, were taken. The consensus of opinion among the trade was that business was improving steadily, although more could be handled to advantage without increasing the number of employes.

The half-tone illustration which appears on our front cover this month is a "flash-light" photograph of the interior of the cigar store of Mr. W. B. Harris, 9 So. Pearl St., Albany, N. Y., and although

N. Y., is a very neat and attractive place, although rather small, and deserves favorable mention. The illustration is not good, and gives only a faint idea of Mr. McCarty's pretty little shop, where he



Davis & Brennan, Syracuse, N. Y.

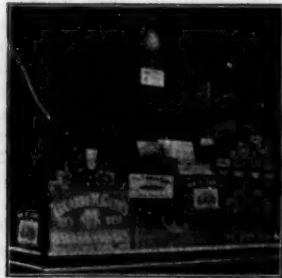


G. W. Van Slyke & Horton, Albany, N. Y.

has been located for the past twenty-five years, carrying a line of A No. 1 goods and catering to the best class of trade in the city of collars and cuffs.

Messrs. Fitzpatrick & Draper, manufacturers of fine Havana cigars, also considered the largest jobbers in the State outside of New York, located at 286 River St., Troy, N. Y., have a most attractive appearing store, and we regret that the illustration was not sufficiently good to reproduce. This old but up-to-date concern has reached, a

production of 3,500,000 cigars a year, prominent among which is their widely known brand "Flor de Garcia," at \$70 per thousand, the sale of which has run over 700,000



A. J. McCarty, Troy, N. Y.

a fair picture, showing considerable detail, it does not do full justice to Mr. Harris' place, which is a practical illustration of what a modern cigar store should be, showing a choice line of well-displayed goods, and everything as spic and span as a new pin.

We also produce on this page a "snap shot" of the store of the well and favorably known firm of manufacturers and jobbers, Messrs. G. W. Van Slyke & Horton, located at 469 and 471 Broadway, Albany, N. Y., who handle a fine line of goods, among which are numbered Peter Schuyler, Suwanee River, P.'s and O.'s, etc. They report business as good.

The small triangular cigar store of Mr. A. J. McCarty, River St., Troy,

in one year. They cater to all demands of the retail trade, having in addition to the many brands of cigars of their own manufacture a full line of clear Havana cigars, Turkish and Egyptian cigarettes, pipes and smokers' articles, fancy smokings, etc.

The cigar store of Messrs. Davis & Brennan, illustrated in this article, is located in the Empire House, corner of N. Salina and W. Genesee Sts., Syracuse, N. Y. It is one of the landmarks of the City of Salt, and only one of the several cigar stores operated by this enterprising firm of wholesalers and retailers. They carry a full line of imported and domestic cigars and tobacco, having La Sinceridad, Key



H. C. Blake, Niagara Falls, N. Y.

West cigars, in twenty sizes as a leader.

Mr. H. C. Blake has a neat appearing cigar store, as shown in the accompanying illustration, which is located at 17 Falls St., Niagara Falls, N. Y., and although Mr. Blake has been in business for himself but a year, his place gives one the impression of being more aged. This is probably due to the fact of his twelve years' practical experience in cigars and tobacco. A choice line of seed and clear Havana cigars are tastefully displayed, among which are the leading brands of Justin Sunbert, Optimates, ten cents, and Red Cross, five cents; also Pandora and El Precia, with a fine line of pipes and tobacco.

St. Louis Scrutiny.

ST. LOUIS, March 25.—The month here opened up with stormy and cold weather, but did not interfere with the tobacco business to any great extent. 1899 is a very satisfactory year so far, and the retailers and jobbers are all smiles over the very bright future.

A new brand of 5c. cigars called the Verdict is on the market. It is made by the Wm. A. Stickney Cigar Co., and the verdict of those who have tried it is a good one.

Gloria, McCoy & Co.'s new 5-center, will be ready for distribution about April 1. The Scudder-Gale Grocery Co. will look after its interests in this section.

B. J. Irish & Co 514 Pine St., cigar manufacturers, retailers and jobbers, have dissolved partnership. The succeeding firm is Herchstein & Irish.

The trade has been notified of a reduction of 2c. per lb. on Star plug of the Liggett & Myers Co. This company still maintains its former statement that they are not in the trust, nor will they ever be.

Several bills have been introduced in the Legislature prohibiting the sale or giving away of cigarettes or cigarette papers, but only one has reached engrossment. These bills make no exceptions, but absolutely prohibit the sale or disposal of cigarettes or cigarette papers to adults or minors. It is hard to predict what will become of the bills.

The cigar store at the corner of Jefferson Ave. and Olive St. has been sold to the Mathews Cigar Co. J. B. Mathews is proprietor.

John W. Surbrug was here this month on his way home from a stay at Eureka Springs, Ark., where he has been recuperating. He was much improved in health.

Formal announcement has been made of the consolidation of the cigar manufacturing interests of Thomas F. Gray, 77½ Pine St., and O'Halloran & Co., Tampa, the New York branch to be known as Gray, O'Halloran & Co., and the Tampa factory as O'Halloran & Co.

Philadelphia Puffs.

PHILADELPHIA, March 25.—The organization of the Cigar Manufacturers' Association of Philadelphia is the principal happening of the month in tobacco trade circles. Week before last the manufacturers got together and permanently organized, elected officers, and framed their by-laws and constitution, Article II of which reads: "The object of this association is to foster and protect the interests of members engaged in the manufacturing of cigars in the City of Philadelphia, as well as to promote harmony and unity of action among them." Membership dues were fixed at \$10 per annum.

The Penn Tobacco Company, composed of Brooke & Co., H. D. Narrigan & Co., P. F. Murphy, A. Ulrich & Co., S. Shepherd & Son, C. A. Krull and Jas. Bechtold, have opened up for business at 17-19 S. 6th street, and things are now getting into smooth running shape. Every member of the new corporation is as busy as he can be, and predictions are that the company will have all the business they can take care of.

The local representative of the Liggett & Myers Tobacco Co., St. Louis, is preparing to place upon the market a new production of his house—a cigarette that it is thought will take well with the smokers of the "coffin nails," and for which the demand will be brisk. It is called "Mouthpiece"—quite a good name—packed in 10's and with each package, which will retail at 5c., ten holders or mouthpieces will be given free. The packing is an artistic design, the box being white, with blue cigarette in holder running diagonally across, "Mouthpiece" in red letters, and "Cigarettes" printed in gold, the whole being a very pretty blending of colors.

The periodical report that reaches this city every few days that the Union Tobacco Co. has been absorbed by the American Co. causes consternation among the jobbers who are not in the combine. How-

ever, there is one firm that hails the news with much pleasure, that being the newly organized Penn Tobacco Co., who, it is believed, will sooner or later become the sole distributors of the American's goods in this city. All ears are open to hear what will be done at the meeting of the American Tobacco Co.'s directors Tuesday next.

A new jobbing and retail house recently opened is the Philadelphia Tobacco Co., managed by Mr. A. J. Towne, at 2008 S. 6th street, with a branch at 2225 N. Front street.

The "Match It," Sumatra wrapped cheroot, of the Manchester Cigar Mfg. Co., Baltimore, will in future be handled by the Penn Tobacco Co., who have taken the distributing agency, and will push them in the territory allotted. This cheroot is held in high esteem throughout New York and Pennsylvania and enjoys quite a large sale.

Polk Miller, the great negro impersonator, whose name is a household word throughout the land of Dixie, has been honored by having a brand of cigars named after him. Messrs. P. C. Fulweiler & Bro., of this city, will shortly place the "Polk Miller" brand with retailers. The design consists of a portrait of Mr. Miller, whose home is in Richmond Va., on each side a typical Southern scene being portrayed. This brand will doubtless have a large sale in the Southern States, Virginia especially, where Mr. Miller is best known and his entertainments most appreciated.

The Health Tobacco Company, of New York, has appointed the California Waters of Life Company agents for their cigars in this territory. It is stated that a factory for the manufacture of seed and Havana goods is soon to be opened at Paterson, N. J., and that the New York factory will manufacture exclusively clear *avanas*. After establishing agencies pretty thoroughly throughout the East, this company is now paying its attention to the Western centres.

Mr. C. J. Toomey, 802 Chestnut

street, is doing a rushing business with his private brands of five-centers, "Key West," "Del Comercio," and "Pardinos."

A new brand of cut plug which has been placed on the market is "Flash Light," made by Fauth & Ogden. It is packed in tins, 16 ounces each, retailing at 38c.

Special advertising is being done by Mr. A. T. Owens, local representative of Buchanan & Lyall, of the "Rosette" brand of plug. He is also pushing a 5-cent foil package called "World's Fair," and will shortly be in receipt of the latest brand of cut plug of his house, "Flush."

Orders are pouring in at the cigar department of the Smith, Kline & French Co., from their salesmen, now making the rounds of the South. Harburger, Homan & Co.'s George W. Childs is their standby, and a cigar very popular with Southerners as well as Northerners and Westerners—in fact it is popular everywhere. Preferencia, Eugene Vallens & Co.'s brand, is also going well and sales increasing.

Mitchell, Fletcher & Co. are pushing Hershheim Bros. & Co.'s Jackson Square cigar to advantage, this high grade nickel smoke finding a ready sale wherever placed.

Jeitiles & Jeitiles, Ltd., are introducing the Statesman brand with an entirely new packing. Mr. Sam Jeitiles is back from a successful Western trip.

The retail department of George G. Geyer & Co., 936 Arch street, has been purchased by H. R. Penrose. The old firm will continue, doing a wholesale business only.

J. F. Kaufman & Co., stogie commission merchants, have served notice of dissolution.

Wm. A. Castle & Co. have assigned for the benefit of their creditors.

Companies Incorporated.

The Ellis-Deering Co., New York City, with a capital of \$10,000, to manufacture cigarettes. Incorporators—Charles W. Ellis, B. H. Ho-

man, Jonas Whitelaw, Nathan Weiss and James H. Deering.

The Egyptian Tobacco Co., Trenton, N. J., with a capital of \$1,500,000, to manufacture cigarettes. There are twenty incorporators in different towns in New York State.

The W. W. Stewart Co., Camden, N. J., with a capital of \$10,000, to buy and sell tobacco in all forms. Incorporators—Edward G. Lang, W. R. Whiston and W. P. Potter.

The Thomas Grimes & Bro. Co., Providence, R. I., with a capital of \$100,000, to buy, sell, import cigars, etc. Incorporators—Thos. Grimes, Jos. A. Grimes and Patrick Cahn.

The Sanatel Tobacco Co., Wheeling, W. Va., with a capital of \$5,000, to manufacture stogies. Incorporators—William H. Frank, Isaac Hirshberg, Charles J. Beekman, of Wheeling; Milton H. Beekman, of Washington, D. C.; and Gabriel E. Beekman, of Boston.

The Famous Cigar Co., St. Louis, Mo., with a paid up capital of \$5,000, to manufacture and deal in cigars. Incorporators—Samuel Werner, Lena Werner and Charles Werner.

The Pangburn Tobacco Co., Louisville, Ky., with a capital of \$5,000, to manufacture plug and twist tobacco. Incorporators—Grant Pangburn, Joseph Pangburn and George L. Martin.

Star Electric Co., Waterloo, Ind., with a capital of \$200,000, to manufacture cigar lighters and specialties. Incorporators—Henry Taggart, Edgar B. Flack, Eli G. Flack, A. L. Gruhlke and A. L. Flack.

Pan-American Cigar Co., Silver Creek, N. Y., with a capital of \$2,000, to manufacture cigars. Incorporators—Gilbert W. Smith, Irving, N. Y.; S. U. Newman, L. L. Powers, Martin Ebling, Henry J. Martin, all of Silver Creek.

The Tucce Egyptian Tobacco Co., Trenton, N. J., with a capital of \$250,000, to deal in tobacco of all kinds and manufacture Egyptian cigarettes. Incorporators—Otto R. Hartman, Thrasybulus Vhalliadi and E. J. Patterson, all of Jersey City.

WINDOW DRESSING.

AFTER careful observation of cigar stores all over the country, I am led to believe that the average window is practically filled with empty cigar boxes, with a few pipes, packages of tobacco, cigarettes, etc., scattered around—the whole being thrown together in a hap-hazard sort of way, while on the other hand we see only a few unique window displays which catch the eye and rivet the attention of the passerby. A well displayed window, backed up by a neat and clean appearing store, and coupled to courteous treatment, will increase and hold the trade of the best smokers, and any cigar store conducted on this basis will not complain of poor business. Possibly you haven't the knack of arranging your window tastefully, but a little observation of other windows, illustrations and suggestions, as will appear in this department from time to time, will no doubt aid you considerably.

Cigar boxes can be used to a certain extent, and are rather a good foundation to build on in case you have nothing better, and we will take it for granted that you are not supplied with brass or nickel window fixtures, adjustable shelves, etc., all of which are rather expensive, and not always necessary, providing you are a little handy with a hammer and saw, and take a special pride in the work of changing the appearance of your window every week or so.

In the first place, you should keep your window glass clean, for nothing detracts more from a pretty window, no matter how well it may be arranged, than streaks of mud from a recent rain, or finger marks and mud splashes—trade-marks of the average urchin, who seems to delight in the pastime of leaving an especially large black blotch on your window, knocking over a sign, etc. Second, it is time to re-dress your window just as quick as you can see any dust collecting on the boxes, pipes, etc., in the window—dust everything thorough, even though you put them back in the same

identical positions, but do not allow the window to look stale through accumulated dust. Third, always clean the inside of your window glass every time you change the display.

It is well to think up and decide definitely about what you intend to put into the window before starting the work, and then go at it. I have talked with many cigar store men with regard to their windows, and the majority of them say that they have not the slightest idea as to how they will arrange it, but start in by taking everything out of the window, cleaning it, dusting the goods, etc., think it over for a while, and then wind up by putting everything back the same way it was before. Once in a while they seem to have a new display by working in some of the advertising signs, boxes, or figures sent out by the different manufacturers, but as a general rule, and it really seems to be almost the universal rule, the same cigar store will have identically the same looking window every time you notice it, and there is one place in particular I have remarked for nearly two years. To be sure, it is well to have an individuality about your window, but let it be a very bright and catchy-changeable one.

The bottom of many windows are several inches below the glass, in which case it seems best to put in a false bottom, raising it to the level of the plate glass in front—and by making the whole bottom in one piece, with cleats screwed or nailed across the several boards, and fixing same to the front of window with a pair of hinges, the back of the false bottom can be raised or lowered, and thus permit of innumerable levels, slants, etc., and consequently many different arrangements. For instance, one week you can allow the bottom of window to remain perfectly level, arranging empty cigar boxes in a series of steps, with the highest at the rear of window and the lowest a foot or so from the glass; then cover the whole with white flannel, which

makes a good background, although it soils easily and should be washed often, and arrange your smaller goods at the front, using larger pieces as you work back to the rear of window. Do not try to arrange the cloth too smooth, for it will look better if laid loosely. Red is a good color and brightens up the window, while blue can be used if preferred, and occasionally several colors can be used to advantage. When you desire a new arrangement, you can remove everything from the window and place two sticks about 18 or 20 inches long in an upright position at the rear of swinging window bottom, and raise it to an angle of about 15 degrees, higher or lower, as you may prefer, which will permit of an entirely different arrangement. Pins can be driven into the boards, through the cloth, to prevent pipes, tobacco, etc., from sliding to the front of window. However, this will not be found necessary unless it is raised too high, but even then it will be a change. Of course, many of the modern cigar stores have the bottom of windows raised several inches higher than the bottom of the glass, with a board slanting to the glass, on which advertising is often displayed. This would require a carpenter to build, while the average man can do all that is necessary in the swinging or movable bottom described above.

In the May number will appear an article on a swinging or revolving pedestal, which can be made by almost anyone at a cost of a few cents. This will be fully described, with illustrations, diagrams, etc., and will prove an attractive addition to any window, and being movable or revolving, will attract considerable attention. Other special features will also appear in this department in May and thereafter, any one of which will be helpful to you. We shall also be pleased to publish ideas, suggestions, etc., from readers, with diagrams or illustrations when possible, in order to make this department a most useful one to all.

Detroit Discussions.

DETROIT, March 25.—John J. Bagley & Co. have entered into an agreement with the Tobacco Workers' Union to use the union label on their packages of tobacco in the future. This is taken to mean that the Bagley company will not go into the Trust. Negotiations in this direction are thought to be off.

The Globe Tobacco Co. has put out a new brand of plug called "Trust? Nit!"

On the 17th the deal whereby the Banner Tobacco Co. becomes a branch of the American was completed. The factory will be closed and the brands made elsewhere, thus throwing out of employment more than 200 workmen. The officers of the company do not remain with the Trust, but the office and shipping forces will continue as before the sale.

The F. F. Adams Tobacco Co. say there is not the shadow of truth in the statement that they propose selling out to the American Tobacco Co. Mr. Anthony Goebel, secretary and treasurer, and W. E. Keats, assistant, are kept busy denying the reports that their factory will change ownership.

J. P. Hier Sells Out.

Negotiations for the purchase of John P. Hier's tobacco and cigar business, at Syracuse, N. Y., by C. A. Whelan & Co., which had been pending for several weeks, were closed on March 20, the consideration being \$150,000, exclusive of real estate. Mr. Hier has carried on this business nearly half a century, and during this time has amassed a fortune in the neighborhood of \$1,000,000. His business is one of the largest of its kind in Central New York.

The annual meeting of the stockholders of the Continental Tobacco Co., 111 5th Ave., will be held in Newark, N. J., on the 12th inst. Directors, fifteen in number, will be elected—five for one, five for two, and five for three years.

Cincinnati Pointers.

CINCINNATI, O., March 25.—A new cheroot factory, with a capacity of 300,000 per day, and giving employment to 700 men and girls, is now in operation in this city, on Eighth street, between Main and Walnut. It is a branch of the "American Tobacco Co., manufacturers of the widely-known and extensively advertised "Old Virginia" cheroot, the product of the P. Whitlock Branch, Richmond, Va., and is in keeping with the policy of the trust in providing everything for the comfort of the employees. The new factory will be under the management of Mr. Philip Whitlock, the head of the company's cheroot department. Although the names of no new brands have been given out, it is surmised that before long several new brands of cheroots and little cigars will originate from this new Cincinnati branch.

Rumors that the famous Polar Bear factory of Luhrman & Wilbern has been sold to the trust are without foundation, and if present indications count for anything such a deal is not likely. This firm is doing a large business, and it is doubtful if the trust will care to pay the price which would be demanded by the proprietors of this plant. Polar Bear is a great seller throughout this section, and business at the factory is reported as better so far this year than that of January and February of any year since 1892.

Mr. W. A. Goldsmith, an old Cincinnati boy, paid his former home a visit this month. He is now doing a good business with Feder Bros.' London Whiffs, which veritably sell themselves. Mr. Goldsmith is cordially greeted by the trade every time he puts in an appearance here, and he never fails to send in a big batch of orders to the factory in Cleveland.

An attractive advertisement which will shortly be seen in the windows and stores of retailers is a large lithograph card of a soldier firing from behind entrenchments composed of boxes of plug. The design

is so well gotten up that the gun is pointing at the observer no matter from which side or from what position the picture is viewed. It is very life-like, and designed to hold the attention of passers-by for a few minutes, at least long enough for them to read—"Halt! Chew nothing but Old Kentucky Plug, manufactured by the Harry Weisinger Tobacco Co., Louisville, Ky."

Mrs. Sophia Bloch, the mother of Aaron and Leo Bloch, the well-known manufacturers of Wheeling, W. Va., died in this city on the 17th inst., aged 72 years. She was a pioneer resident of Cincinnati, and well-known in Wheeling and New York city. The Mail Pouch manufacturers have the sympathy of the entire trade here in the loss of their mother.

A crusade has been begun in Covington against retailers who have been selling cigarettes to minors, and it is proposed to prosecute the offenders to the fullest extent of the law. The Kenton County Grand Jury returned indictments against thirteen dealers on the 20th inst.

John C. Davis, well-known here and elsewhere as the Cigarist, he being the originator of the title, has a steady demand for the new special packing of the Robert Burns brand, which he has displayed in an excellent manner at his store at 412 Vine St. The packing of twelve of these cigars in a tin box, which reduces the chances of breaking to the minimum, has met with the hearty approval of consumers, and won many new customers.

McCoy & Co.'s Gloria cigar is now handled by the J. R. Peebles Sons' Co., who have accepted the agency for this city. The Peebles Co. are by no means unfamiliar with the cigars made by McCoy & Co., having handled them for a number of years, and now that they have the agency, special advertising will be done in the interest of increasing their sales.

Among the visitors here this month were noticed: Preston Herbert, of the Herman Cortez Co.; T. Indermille, a Chicago retailer, who

spent considerable time at the factory of J. H. Lucke & Co.; J. W. Madison, representing D. L. Trujillo & Sons, who let his house know in a substantial manner that he was here; W. A. Cole, of P. B. Gravely & Sons, Danville, Va., placing the Honey Dew plug, which is esteemed very highly by Cincinnatians; John W. Surbrug, of the Surbrug Co., New York, who was pushing Golden Sceptre, as usual; Henry Morgenthau, representing Bustillo Bros. & Diaz; Leo Harburger, of Harburger, Homan & Co., who was talking about George W. Childs; and W. J. Ambos, making known the merits of A. B. Ballard & Co.'s Princess Louisa

Suit for Dissolution.

As administrator of the estate of the late David C. Lyall, Prof. F. J. Goodnow, of Columbia University, wants the tobacco manufacturing firm of Buchanan & Lyall, of 346 Carroll street, Brooklyn, dissolved. A hearing has been had in the suit instituted for the purpose of bringing about a dissolution, but as yet no decision has been reached in the case, and another hearing will be held in order to allow the administrator of the estate of Mr. Lyall to show sufficient cause why the firm of Buchanan & Lyall should not remain as it is at present. It is claimed by the living partners that the firm is enjoying an excellent business, is in a prosperous condition, and has \$2,000,000 in excess of all liabilities.

David C. Lyall died in 1892, and his heirs, in accordance with the articles of co-partnership, continued to be interested in the B. L. business, the other partners being William Buchanan, and his son, Chas. P. Buchanan. It was recently found that to meet the increased competition certain changes would have to be made (among which was the moving of their New York office from 101 Wall street, to their factory, where all orders and other business is now handled direct) which would involve a large amount of money. This course was favored

by the Buchanan partners, but met with strenuous opposition on the part of Mr. Lyall's heirs.

In the suit for dissolution the defendants are represented by S. Stanwood Menken, of Philbin & Beekman, attorneys, while the plaintiff's interests are looked after by Austen G. Fox, who, during the course of a hearing recently, stated that the defendants had gone to enormous expense in advertising some of their tobaccos as anti-trust goods, and also that the defendants had largely overdrawn their accounts. These facts are refuted by the counsel for the Buchanan faction. It is stated upon good authority that the Buchanans will buy the Lyall interests and continue the business under the old firm name.

The Havana Commercial Co.

This American syndicate, referred to in our Havana article as having secured and closed options on fourteen of the big factories in and around the Cuban capital, as well as the business of F. Garcia, Bro. & Co., Havana leaf importers of this city, has been incorporated under the laws of the State of New Jersey with a capital of \$20,000,000, \$7,500,000 preferred and the remainder common stock. Of this capital it is said \$1,500,000 preferred and \$2,500,000 common stock will be retained in the treasury of the company for its corporate purposes. In addition the company will have a working capital, which will consist of raw and manufactured tobacco, and cash to the amount of about \$2,500,000.

Mr. Hugo von Reitzenstein, representing in Cuba the promoters of the Havana Commercial Co., has been laboring for many weeks past in interesting firms and securing options for his company, which aims to control the crop in the Partidos and Vuelta Abajo districts.

Subscriptions for the \$20,000,000 stock were opened at the offices of H. B. Hollins & Co., bankers, at Wall and Broad streets, New York, on March 1, and the entire capitalization was subscribed for twice over in an incredibly short time.

THE CIGAR STORE

A Monthly Magazine for the Retailer,
ISSUED BY
THE CIGAR STORE PUBLISHING CO.,
50 TIMES BUILDING, 41 PARK ROW,
TELEPHONE: 3707 CORTLANDT,
NEW YORK CITY.

HERBERT SPENCER HALL, MANAGING EDITOR.
GEORGE N. ALSOP, - - ASSOCIATE EDITOR.

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When change of address is desired, both the old and new address must be given.

CORRESPONDENCE on all subjects of interest to the trade is solicited.

ADVERTISING rates furnished upon application.
ENTERED at the New York Post-Office as second-class mail matter.

NEW YORK, APRIL, 1899.

THE CIGAR STORE makes its initial bow to the trade with the feeling that it will cover an unoccupied field, and it is published with the earnest hope that it may find a warm place in the heart of every retailer in the country, and, with that end in view, keeping in mind the best interests of the retailer, we will issue an interesting, crisp, newsy, up-to-date and instructive magazine on matters pertaining to the trade. The retail trade has never had an organ devoted solely and exclusively to their cause, and THE CIGAR STORE wants every retailer to know that we are in the field to stand up for your rights and to aid you in every possible way in making your business more profitable. With years of practical experience, and ample capital back of the enterprise, we are here to stay, and as we shall honestly endeavor to carry out the purpose and work as above indicated, we ask for the moral and practical support of all intelligent and right-minded retailers.

THE CIGAR STORE will publish communications and letters from retailers throughout the country on timely topics, and matters of interest to the man behind the counter. We want you to talk over matters in THE CIGAR STORE. Come in, have a chair, and make yourself at home.

THE CIGAR STORE will appreciate any suggestions you may have to offer as to the style or kind of reading matter you like. Tell us what pleases you most.

THE CIGAR STORE promises more pages, additional departments, and many improvements from time to time, as occasion demands, which former demand has already been felt, many newsy articles and trade letters having been crowded out of this issue.

Metropolitan Tobacco Co.

The Metropolitan Tobacco Co., incorporated at Albany, with a capital of \$1,000,000, equally divided between common and preferred stock, began business on February 1. The object is to control the distribution of the A. T. Co.'s products in this city, Brooklyn and Yonkers, and to deal in cigars, pipes, etc. Among the firms in the combine are: Bendheim Bros. & Co., J. G. Miller, M. Weinstock, R. Lehman, L. Arensberg & Co., Arthur Stern & Bro., and Jacob Wolff. The main offices are at 132 Grand St., formerly Bendheim Bros. & Co.'s jobbing establishment; and the Harlem branch is located at 313 W. 125th St. Branches are also established at 197 Graham St., Williamsburg; 143 Myrtle Ave., Brooklyn; and 35 Main St., Yonkers, N. Y. A good business is reported from each of the branches.

An Unjust Ruling.

The Internal Revenue Bureau at Washington seems to be somewhat muddled on their ruling relative to Leaf Tobacco Dealers. It is a simple matter, and should be adjusted in a simple manner; if one apple costs one cent, 100 apples should cost 100 cents. The law should be uniform for one pound or one million pounds, whereas under the second paragraph of Section 69, Act of August 28, 1894, leaf tobacco dealers have not the right to sell leaf tobacco to licensed manufacturers or licensed dealers, in quantities less than a hogshhead, case or bale.

Absorbs the Union Co.

(Written for The Cigar Store.)

MARCH 30.—The common stock of the American Tobacco Co. has had good support during the month, and evidences of manipulation have time and again been shown. It has continued to climb skyward, many days ago passing the record mark, and sometimes rising over 12 points in a day, and now looks as if there is no limit to which this stock may be pushed. Tuesday's closing price was 227½, the highest in the history of the trust, and since then it has fluctuated very little, the closing price to-day being 225.

The belief is generally expressed that the more or less sensational advances of this stock has been chiefly in the nature of a "marking up" of the price in anticipation of the absorption of the Union Tobacco Co., the doubling of the trust's capital, and the much-talked-of scrip dividend of 100 per cent.

A weakening point, however, pervaded the Exchange Wednesday when it became known that the option held by the Union Tobacco Co. on the Liggett & Myers plant would not remain valid by the buying out of Mr. Butler's company by the A. T. people. It is said that the option given on the Liggett & Myers Co. by President M. C. Wetmore is to the Widener-Elkins Syndicate, which controls the Union Tobacco Co., and that this option is not transferable. It was hitherto believed that the great St. Louis company would join the A. T. forces when it secured the Union, but the tobacco manufacturers have tricked the public so much that the rumors which fill the air hereafter will be looked upon as industriously spread by news disseminators in the Street and receive very little attention.

Among the many rumors is one that the trust has offered two of the largest plug factories in Winston, N. C., a satisfactory price for their concerns, and that they will shortly become branches of the A. T. Co. It is known that a representative of the trust has been going over the books of these factories, and it is

said everything looks favorable for an early completion of the deal. The latest acquisitions are the plant, brands, etc., of the Banner Tobacco Co., Detroit; the Monopol Tobacco Works, N. Y.; the W. R. Irby Cigar & Tobacco Co., Ltd., New Orleans; and M. S. Pacholder & Co., Baltimore.

At last the mask has been dropped, and the Union Tobacco Co. has gone into the folds of the American. This, it was supposed, would be the outcome of the meeting of the A. T. Board of Directors in Newark, N. J., on Tuesday last, and now the fact is substantiated by the increase in number of directors, and election to the Board of P. A. B. Widener, Thomas F. Ryan and Anthony N. Brady, who compose the Widener-Elkins syndicate, which holds the majority of stock in the recently organized Union Co., which gained control of the National Cigarette & Tobacco Co., N. Y.; the Blackwell's Durham Tobacco Co., Durham, N. C.; and a non-transferable option on the Liggett & Myers Co.

At this meeting the capitalization of the American Co. was increased from \$35,000,000 to \$70,000,000, and the regular quarterly dividend of 2 per cent. on the common and preferred stock, and 3 per cent. interest on the scrip was declared, which was made redeemable at par between May 1 and 15.

With reference to the amalgamation of the Liggett & Myers Co. with the A. T. Co., it is authoritatively stated that the former company will take the matter to the courts on the ground that they gave the Widener-Elkins Syndicate an option on their property with the full understanding that it was not to fall into the hands of the A. T. Co. This looks like the plug tobacco war will be renewed.

Dr. W. L. Brown, president of the Brown Bros. Co., tobacco manufacturers, of Winston, N. C., died of paralysis on March 16. He was the victim of a paralytic stroke on the 11th, and never regained consciousness thereafter.

With the Manufacturers.

The Joseph Kraus Co., whose factory is located at the corner of 84th St. and Second Ave., are very busy on their "La Cubina" brand, an exceptionally high grade cigar selling to the trade at \$35.00 per M. It is claimed for these goods, that in point of quality, workmanship and packing, they cannot be excelled—a broad assertion, nevertheless one which can be substantiated. The "Philippine Governor" of this house, a 10c. cigar made of strictly high grade Vuelta tobacco, is also rapidly gaining in public favor wherever introduced, and duplicate orders are a common thing for this A No. 1 10c. smoke. The label of the "Philippine Governor," bearing the picture of Maj.-Gen. Wesley A. Merritt, underneath and a little to the right of which is the army hero's signature, is a very catchy one and up to the top notch of the lithographer's art. Around each cigar is a small embossed band of unique design, this also bearing the bust of the Governor of the Philippines; therefore the brand cannot be easily mistaken. The firm of Kraus & Co. is a comparatively new one, but the members are well-known throughout the country as experienced and reliable men. Ample capital is at their command for the successful operation of a high rank manufacturing concern, and for honest dealings and fair treatment they can be relied upon implicitly—and what more could be desired? Their advertising matter is up to date and a credit to any concern.

Mr. Bernard Stahl, of Bernard Stahl & Co., the well-known manufacturers at 74th St. and First Ave., is expected home about the 5th inst., being now on his return journey across the continent from the Pacific Coast, where he has been looking after his many customers, making new acquaintances, and doing a very satisfactory business. In his absence the factory is humming at a merry rate, and the office force is very busy with the large number

of orders for the popular brands of this house.

When I called at the factory of E. Seidenberg, Steiffel & Co, the other day, business was reported as brisk as usual, a fact easily detected by an outsider at a glance. "Buffo" little cigars is a product of this house and is no stranger to the lovers of a tiny spicy, short and sweet Havana smoke, which, when once tried are invariably used, and they are well and favorably known the entire length and breadth of Uncle Sam's dominion. Much time and attention is now, as in the past, being devoted to the "Grand Republic," which they style "the oldest and the mightiest 5c. cigar," the demand for which is keeping well up and entirely satisfactory.

The Metropolitan Tobacco Co. has secured the general agency of that famous and "generously good" 5c. cigar, the Geo. W. Childs, made by Harburger, Homan & Co., and will hereafter look after the sale of same. 38,150,000 cigars is a little pile, but these figures represent just the number of this brand made in 1898. And during this year these figures will be increased. All efforts at the factory are now concentrated on this one brand, the highest-priced 5c. cigar ever put on the market, in fact, really a 10-cent cigar for a nickel. There is money in them for the retailer, and they are a revelation to the users of the weed in this form. The quality of the Geo. W. Childs is the finest to be found, they are strictly hand-made by experienced workmen, and are known in every nook and corner of the country, having been extensively advertised.

A little cigar that is working wonders all through the land is the "Banquet Hall" of M. Foster & Co., which is neatly packed in a conveniently carried tin box, and selling to consumers at 10 for 10 cents—a low price indeed for such a high quality, strictly hand-made

short smoke. Orders for this brand are keeping the factory quite busy, the sales having exceeded the most sanguine expectations. It has been on the market only a few months, but during this time has established an enviable reputation.

A change has been made in the personnel of the firm of F. & E. Fonseca, 22 Fulton St., Mr. John W. Merriam retiring. Mr. Merriam has secured the factory at 137 Maiden Lane, where the firm of John W. Merriam & Co. will put up the Baron de Kalb brand, the label rights for which are retained by him. The Baron de Kalb is a brand known far and wide as one of par excellence, and one held in high esteem by the better class of people, and it will continue to remain in the front rank.

The Chauncey Depew and Hazel Kirke brands, made, as all well-informed retailers are aware, by S. Ottenberg & Bros., have been placed with Austin, Nichols & Co., and will be made leaders in the cigar department of this great wholesale grocery house. These brands are selling phenomenally fast, and it is a common occurrence for the telegraph wires to be brought into use by retailers in different sections whose stocks are fast diminishing. The Hunter, the new brand of this house, is also a great smoke, and rapidly gaining favor with judges of a first-class cigar. In Boston it is a winner, and effective work is being done by George S. Harris & Co., of that city, in making the public acquainted with this cigar. The Girl from Paris is no back number, but instead is enjoying the usual brisk demand.

At the factory of E. M. Schwarz & Co., business is exceptionally good, their many well known brands keeping them very busy, orders for one brand—"American Inventors"—being exceedingly large. This popular smoke is to be found in retailers' stocks all over the country, and is sold to them at \$55 to \$125, made of the highest quality seed

Havana. They go like hot cakes at the prices they are sold. A handsome piece of advertising gotten out by this house is a mirror counter sign, which is very attractive and not liable to be overlooked, therefore very effective. A yellow silk banner is another of their original advertising devices, proclaiming to the world that there is a "Rough Rider" cigar.

Don't Bite the Tongue.

Many smokers have been compelled to give up smoking a pipe, owing to the fact that the constant flow of smoke on the sensitive point of the tongue—one of the most highly sensitive parts of the human body—bites the tongue or makes it sore, ruins the taste, and altogether makes smoking a pipe more of a torture than a luxury; while other smokers claim the only pipe they can smoke is a common clay pipe, which they can put in the kitchen stove or grate fire whenever it becomes rank from accumulated nicotine or oil of smoke, and "burn it out," making it sweet and clean.

All of this is now unnecessary since the invention of the "Blase Pipe," which has lately been put on the market by the inventor and manufacturer, Mr. W. O. Blase,



whose main offices are located in the Knickerbocker Building, corner of Fifth avenue and Fourteenth street, New York.

The accompanying illustration of the "Blase Pipe" will show our readers that it is not unlike any ordinary "Bull Dog" pipe; is not complicated in any way, and therefore not likely to get out of order easily. The secret of its success is a small bone core, resembling very much a carpenter's gimlet, which is inserted in the stem; the head of

the core has several small holes in it, through which the smoke flows into the smoker's mouth, without striking the tongue directly, after having been cooled by the spiral or elongated smoke passage. The accumulated nicotine can be removed by simply taking out the bone core and wiping it clean, and upon returning it to the stem, it will be found to be as clean as a whistle, ready for immediate use.

The pipe retails for fifty cents and upward, according to quality and finish, and has found a ready sale wherever introduced—nearly 1,500 were sold in Wilkesbarre, Pa., in about four weeks—203 being sold in one cigar store in one day; all of which speaks volumes, as the smokers generally know what they want. Mr. Blase has advertised the pipe in the leading magazines with marked success, which will undoubtedly aid the man behind the counter in making sales.

Pittsburg Smoke.

PITTSBURG, March 27.—The large retail tobacco and cigar dealers have decided to reduce the price of stogies to 4 for 5c., instead of 3 for 5c., as heretofore. The combination includes H. T. Seifers, Raubitschek, Hawkins Bros., and many others. Eventually all will restore the old price. It is stated in a whisper that this is done to freeze out the small dealers.

The wedding of Mr. A. M. Jenkinson, president of the R. & W. Jenkinson Co., and Miss Gertrude Frey, of Rochester, Pa., took place on the 23d of February, at the home of the bride's parents.

J. A. Nouse and Henry Kupers, both of London, were in town recently and gave an order to the Collins Cigar Co. for 1,000,000 each. The papers blowed over the fact that Pittsburg manufacturers were sending stogies to England. This is nothing new; stogies are shipped from this city to all parts of the world, even to faraway Australia. Japan is a constant caller for them, and Bluefields, South America, will shortly have an introduction to the famous Pittsburg stogie.

The R. & W. Jenkinson Co. are suing Zuegenschmidt Bros. to restrain them from using the words "Pittsburg Standard" as applied to stogies. The Standard brand was started by the Jenkinsons in 1897. The defendants have copied the style of box, kind of type, color of ink and design, as well as the name.

A crusade is now being conducted by State Deputy Factory Inspector T. A. Bradley and F. V. Atkinson, representing the National Stogie-makers' Union, against the sweat-shop stogie factories. Many surprising disclosures have been made.

S. M. Rosenthal, of Louis Ash & Co.; Harry Boston, of Wm. Demuth & Co.; Richard Gumpert, of Gumpert Bros.; Claude N. Harburger, of E. A. Kline & Co. were among recent visitors.

Boston Miscellany.

BOSTON, March 28.—A combination of the local jobbers something after the fashion of what has been done in New York by the formation of the Metropolitan Tobacco Co., is talked of. Many think this jabber will revert to concerted action.

McGreenery Bros. & Manning sprung a little surprise on the trade when they offered Sweet Caporal cigarettes at \$3.65, and the remainder of the A. T. Co.'s products at figures hitherto thought to be the wholesaler's cost.

Mr. N. S. Sweet has withdrawn from the wholesale cigar and tobacco firm of Sweet, Stauborn & Co.

Geo. S. Harris & Co are energetically pushing the new brand of S. Ottenberg & Bros., The Hunter, which they introduced in this market a few weeks ago. This new brand is expected to follow in the path of its predecessors, such as the Chauncey Depew, Girl from Paris, etc., in large sales.

A new store is that of J. Buttonmaker, on School St., at which a specialty will be made of pipes. A complete assortment of imported and domestic cigars will also be carried. Mr. Buttonmaker was formerly connected with the pipe manufacturing department of F. Abraham & Son, and has many friends.

Chicago Chatterings.

CHICAGO, March 25.—Dealers say that business is improving, although it has been fairly good since January 1. It would have been much better had the weather not been so inclement.

Harry Downes has sold his cigar stand at 355 Dearborn St., to Ed. Kolman, of Kolman Bros., cigar-tobacco dealers, Ashland, Wis., and will put in his time at his main store, 248 State St.

A. R. DaCosta, cigar retailer, located so long in Hotel Lansing, Adams St., is expected to move soon, as the property has been sold and will be torn down.

The Chicago & Havana Cigar Manufactory has been incorporated at Springfield, with a capital of \$2,500, to manufacture cigars and deal in cigars-tobacco. Adolph Raphael, Daniel W. Ahern, and Brode B. Davis are the incorporators.

The injunction suit brought by Jose Morales & Co., of Tampa, manufacturers of La Matilde cigars, to prevent The Fair from selling cigars manufactured by Barron Bros., under that name, is interesting the trade, and its outcome concerns important trade mark rights. Any plan that will stop the sale of cigars by department stores should meet the approval of both retailers and manufacturers, and any manufacturer selling to department stores must be prepared to take the consequences.

The Fuller & Fuller Co., wholesale druggists, are distributors of the Cuckoo 5c. cigar, made by the Straiton & Storm Co and so cleverly advertised here for the past few weeks.

The Khedival Co. has increased the size of their factory, which was necessary, owing to the increased demand for their several popular brands. February showed a heavy increase in their business, and March is also likely to be a top-notch.

The local branch of Berdan & Co., Toledo, O., is under the direction of W. J. Miller, formerly with Daniel Scotten & Co., Detroit.

Visitors here this month were numerous, among them being Wm. Sassaman, of Shivley, Miller & Co., Sunneytown, Pa.; Horace R. Kelly, of N. Y.; Frank P. Lewis, of Peoria, Ill., manufacturer of Lewis' Single Binder Straight 5c. Cigar; Wm. J. Armstrong, of Y. Pendas & Alvarez, on his way to the factory in New York from an extended trip West; J. W. Surbrug, of the Surbrug Co., makers of unexcelled Golden Sceptre for the pipe; W. A. Stickney, of St. Louis.

The Death List.

Mr. Edward L. Rose, of Binghamton, N. Y., died very suddenly on the morning of March 18, at the Gano Hotel, in this city. He was prominently identified with the Keyes-Baker Cigar Rolling Machine Co., and was widely known among the cigar trade.

Mr. E. R. Hearne, formerly general superintendent of P. Lorillard Co.'s factory, Jersey City, died in California some days ago, whither he had gone in search of health.

Mr. Frank Fenges, the Louisville, Ky., tobacconist, died in that city on the 18th ult. of cerebromeningitis.

Mr. Edward Burke, formerly a well-known cigar manufacturer of Detroit, died from a dose of carbolic acid, taken by mistake.

Two Local Strikes.

There was a strike on at the factory of M. Stachelberg & Co., 383 West Broadway, this city, 300 cigar-makers having quitted work on the 23d ult. Their demands were preposterous and the Messrs. Stachelberg refused to listen to them. After being idle a few days the strikers returned to work.

One hundred women and girls in the factory of Schwarz, Klein & Co., 98th St. and First Ave., struck last month, and went out upon being refused an increase of wages. The strikers claim they worked on what is known as the "cheap floor," and got \$1.50 per 1,000 less for the same work than the cigarmakers on floors.

A Nicotine Absorbent Pipe.

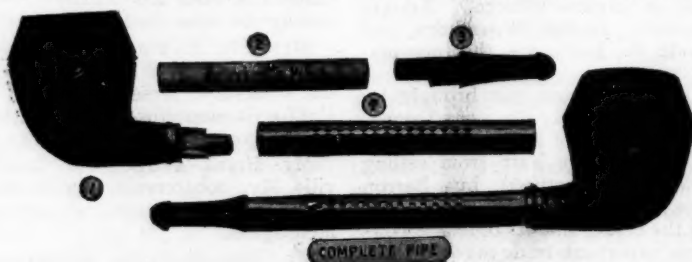
AS our readers are aware, there are various descriptions of pipes, and every smoker desires to indulge in his favorite smoking tobacco, free from the sickening taste of the noxious juices, which, in the act of smoking, are drawn into the mouth and detract from the exquisite flavor of the tobacco, and which, after continued smoking, so accumulates as to render his pipe foul and obnoxious, and like Macbeth, he can truly exclaim: "My offense is rank and smells unto Heaven."

He may have tried various methods and appliances to remedy its offensive condition, but after repeated failures to improve it, may have abandoned the dirty and hopeless task, and perhaps entirely discarded

or untried invention, but has been in practical use among smokers in certain localities for the past seven or eight years, during which time numerous commendatory letters have been received from the thousands of persons who are using them. These pipes are moderate in price, artistic in design and finish, and are guaranteed by the manufacturers to entirely overcome all previous objections.

The accompanying illustration shows the complete pipe, and details of its component parts: figure 1 representing the bowl, figure 2 the absorbent blotting paper tube, figure 3 the mouthpiece, and figure 4 the perforated metallic stem.

In smoking the pipe, the smoke passes through the absorbent tube or reservoir, made of fourteen lay-



its use, no longer finding in it solace—that enjoyment he so highly prizes. He may have incurred the expense of a costly meerschaum pipe, presuming that its porous character might somewhat absorb the noxious juices, only to find at last, that "all that glitters is not gold."

What was essentially desired was a pipe, light in weight and graceful in design, inexpensive, and free smoking, one which would not burn the tongue, but by its method of operation would cool the smoke in its passage to the mouth, thoroughly absorb the nicotine generated from the tobacco, and be easily and perfectly cleaned and renovated, without personal contact.

The "Mallinckrodt" Patent Nicotine Absorbent and Ventilated Pipes, manufactured exclusively by the Harvey & Watts Co., of Philadelphia and New York, is not a new

ers of interleaving blotting paper; the perforated metallic stem allows the free circulation of cold air around the paper tube, evaporating all moisture and cooling the smoke, thereby condensing the nicotine upon the blotting paper, by which it is absorbed.

Whenever the paper tube becomes saturated, which may occur after two or three weeks, according to the intensity of the smoker, a new tube can be inserted; this cleans and renovates the pipe without soiling one's fingers. One pack of tubes goes with each pipe; when these are used up, new ones can be obtained from dealers at five cents per package.

Eminent physicians recommend the "Mallinckrodt" Patent Pipe, and as it gives entire satisfaction, over 100,000 were sold during the year 1898.

What Do You Think of It?

"Thomas Jefferson," emblematic of Jeffersonian Democracy, is the name of a cigar which will be made in five and ten cent grades, and handled by T. H. Cannon & Co., of Chicago, in the interest of swelling the Democratic National Campaign fund of 1900. The scheme of the Ways and Means Committee is this: They will sell the labels to the manufacturer at the rate of one cent for the ten cent goods, and $\frac{1}{2}$ cent for the five centers, these to be paid for when delivered, so that the committee will get its profits in advance, and depend upon the loyalty of free silver advocates and supporters of the Chicago platform to smoke the "Thomas Jefferson" cigar. On the right hand side of the label will appear the picture of the ex-President, while the left will be adorned with the profile of the manufacturer. Between these pictures, standing out in bold relief, this announcement will greet the purchaser:

"For every cigar sold under this label, one cent (or in case of the five cent cigars, $\frac{1}{2}$ cent) has been contributed to the National Ways and Means Committee of the Democratic party of the United States." Underneath this sentence the facsimile signatures of W. H. ("Coin") Harvey and the Treasurer of the National Democratic Committee will be reproduced.

The Ways and Means Committee have figured out that the amount derived for the use of their party from this source will be from \$10,000 to \$40,000 per month. The dime cigar will be a very high grade seed and Havana, and the nickel goods will be made of good quality domestic leaf.

New York retailers who are in favor of the sixteen to one issue will doubtless lend a helping hand and push the sale of the "Thomas Jefferson," provided the quality is up to the standard five and ten cent smokes. We are anxiously looking for the appearance of the goods in the show cases of the local retail stores, and are wondering what the Democratic party will do next.

Against the Cigarette.

The paper-wrapped cigarette is certainly coming in for its share of notoriety and abuse in several States. Legislators, Senators and the public generally, are down on it in certain sections, and are seeking to abolish what they seem to think a deadly evil.

A bill has been introduced and passed both Houses of the Arkansas Legislature to prohibit the sale of cigarettes to minors, which we agree is a good law and one that should be enforced to the letter, but why should a paper jump on the harmless little thing as the News-Record, of Fort Smith, when it says: "The cigarette is a pestiferous little object that deserves no quarter. Let it be given none. Down with it."

For the ninth successive time in eighteen years the Legislature of Missouri has voted down an anti-cigarette bill. This time it was killed in the House committee of the whole.

In the Wisconsin Legislature a bill forbidding the sale of cigarettes within the boundaries of the State is now pending, but it is not thought it will ever get to the Governor for his signature.

The usual disposition has been made of the anti-cigarette bill in Massachusetts. A contemporary aptly remarks that it has come to be recognized as their annual blister.

But in Chicago the greatest fight is on against the cigarette. Five hundred dollars is very likely to be the next license fee for retailers who desire to hand them over the counter to their customers. City Alderman Conlon has gone to the extreme, and wants to make it \$1,000.

Lucy Page Gaston, of that city, is also after cigarette smokers with a sharp stick, and is arranging meetings and endeavoring to get all of the boys to sign the following pledge:

I do hereby pledge myself upon honor to abstain from smoking cigarettes or using tobacco in any form until I reach the age of 21 years, and to use my influence to induce others to do the same.

"The Retail Tobacconist."

THE main dining hall of the Sherman House, in Chicago, was beautifully decorated on the evening of February 7 last, the occasion being the second annual banquet of the Cigar & Tobacco Merchants' Association, at which 174 plates were laid.

The event of the evening was Mr. John J. Dolan's response to the toast "The Retail Tobacconist," which we reproduce in full:

Gentlemen: In responding to the toast of the Retail Tobacconist, I wish to say that I stand second to none in praise of this association, its merits, its accomplishments and its general good; but it is my duty to-night to speak for the retailer. Therefore, I will try and relate conditions as they were, as they are now, and the future or finish as it is apparent to every observing person, if things are allowed to run as at present. The trade within my recollection has varied, and the class of goods handled, in the way they are handled, in the class of people in the trade, and the general style of the stores.

Twenty years ago the great majority of cigars used were seed and Havana goods, and some few imported cigars used principally for hotels and large retail stores, and they were mostly bought in New York, as there were none here at that time who would undertake to import them direct. People had a superstitious idea in those days that a clear Havana cigar should be imported to be straight, but I am happy to say that this fallacy has been relegated to the past. The dealer did not trouble himself much about chewing and smoking tobacco and cigarettes. He bought and sold what was needed, and, while he had a small Government license to pay, it gave him the privilege to sell anything in the cigar and tobacco line, and he really had no kick coming.

The landlord used to be a pretty reasonable sort of fellow. There was seldom a clash with the tenant, and life indeed seemed worth living. It is only about 12 or 15 years ago that the clear Havana cigar manufacturer began getting a market for his goods. People were gradually learning to smoke the heavier grades of Vueltas, and the lighter bodied goods; but still it was an uphill job, even with the retail dealer favorable to him; and he would probably still be in the distance if it had not been for the McKinley bill, enacted eight or nine years ago, which practically put a ban on imported cigars.

The radical changes commenced with the formation of what is generally known as the Tobacco trust. And they alone are not the cause of all our troubles at the present time, but it includes the landlord, the manufacturer, the jobber, the drummer, the department stores and the retailer himself. High rents to-day are the curse of the trade. Profits are reduced; competition multiplies; business rises and falls with the times, but rents are always going up, till the dealer's cup of woe is full to overflowing. Eight or ten years ago the general business of the country improved greatly, and more particularly in Chicago, where, later on, the World's Fair had great influence, and trade and people seemed to go crazy on the subject of rents. Everybody was willing to pay any price for a good corner or location. Some of the dealers did not hesitate to try and outbid a competitor, and in some

cases the previously respected jobber entered the scramble to obtain a fine retail location, and to become a direct competitor of the class of dealers he originally made his living from. And I am sorry to say this condition still exists.

There was a time when the jobber would not think of selling the consumer direct at any price. He was justly proud of the fact that he was a jobber and could sell goods in lots, not by the box. But what are the conditions to-day? The jobber will not only sell the consumer, but he will sell him fifty cigars just as cheap as he will sell the dealer five hundred, and let him pick out the colors he wants. And there are instances where the jobber, and, indeed, the manufacturer also, who has his agents call direct on the consumer and sell him anything he may want, from fifty cigars up to his holiday order.

This, of course, is not legitimate, and, while there is no law to prevent it, it serves the purpose to illustrate the moral plane to which some have sunk. And I think this is one of the best reasons why the retail dealers of Chicago should have an association made of retail dealers only. They know their wants. They alone can best decide what remedy should obtain.

There are to-day so many elements of what is called (if not properly so) retail dealers, that it is hard to enumerate them. First, you have the legitimate cigar and tobacco dealer, one who carries whatever belongs to the line, one who tries to secure a fair margin on what he sells, and build up a trade that is a credit to him. Then you have the dealer who sells everything from a cheap cigarette, at four cents a package, advertised brands at 7-25, to cigars at forty-seven cents a box with a raffle ticket with each purchase; and if that is not satisfactory you can try and "get your money's worth" out of the sure thing slot machine. Then the wagon man who carries his store around with him. Then we have the suspicious looking individual who carries a bundle under his arm and whispers to you how he smuggled them in. And then we have the department stores. There is nothing I could tell you about them that would be new. Still, I must say that they are one of the worst evils for all classes of trade to-day, by reason of the fact that they carry everything one can imagine; and while they make a good profit on what they sell, they secure the business by dishonorable advertisements. But as P. T. Barnum has said, people like to be humbugged. And I think any factory or jobber who will sell a department store is not to be considered one bit better and should be held in contempt by the retail trade. They should avoid buying goods from any factory or jobber who will sell them.

The dealer is continually wasting his time chasing after new brands, instead of getting a good, honest cigar which he can sell and make some fair profit, and, besides, making a reputation for himself and the brand.

Now, to show you what can be done by the dealers if they want to, I will call your attention to the standard brands of smoking tobacco and cigarettes that used to be. We all remember some years ago when the best selling smoking tobacco was manufactured by the A. T. Co., and how they worked it into the department stores, when the price was cut on all of them. Some of our most prominent dealers got to cutting prices to meet the competition of one who went into the retail trade only to teach the older ones how to do business. He used to keep tab on the fair prices and sell accordingly, but he, as well as the others, eventually got "that tired feeling" and gradually dropped the brands and substituted private brands of their own, and this action has been since

followed by many others, and to-day I dare say there is very little indeed of the A. T. Co. goods sold, at least in the finer grades. People are using private brands and with good success at that, and they are giving a better piece of goods and making a better profit on them. The same applies to cigarettes, in that all the finest brands were made by the A. T. Co.; but gradually they have been succeeded by the much finer grade of Turkish goods which are well liked and show a better margin of profit for the dealer.

Now, take our fine cut tobacco to-day. It is put up in packages with a wire cage around it. Its weight is marked on it as well as the selling price. Our plug tobacco is spaced off in pieces marked, "All this for five cents," and "This much for ten cents." The cheap grades of smoking tobacco are packed up in a way and sold at a price where there is absolutely no legitimate profit in it. The factory makes the package and puts it on the market at their own price. They do not consult the wishes and interests of the retailer. No. He is not to be considered in the matter at all. The dealer is considered merely as a distributing medium for the manufacturer, the same as he has already done for the jobber. Some will say there are other articles with no more margin in. Well, that is so, but because we have been foolish in the past is no reason why we should continue so. Make a start on them at once and refuse to put in any more of such articles.

Speaking of the Cigar and Tobacco Dealers' Association, it has accomplished much, but more could and should be done. The association is made up of every interest from the cigarette peddler up. We have the cigar dealer, the cigarette dealer, the jobber, the jobber's agent, the manufacturer's agent, the cigar manufacturer, the cigarette manufacturer, the drummer, the druggist, the saloon man, and, among others, are included the representatives of the A. T. Co. Now, can any one tell of what interest of the above can this association work for that does not conflict with the interest of other members of this association? Last year, when we made our little effort to regulate the selling price of some styles of cigarettes, the A. T. Co. knew what we had done as soon as we did, and, knowing full well what our intentions were if that succeeded, I rather think they were instrumental in defeating its success. And when we wanted legal talent in the cigarette litigation, the attorneys for the A. T. Co. were chosen, and, of course, we accomplished nothing.

We cannot "resolve" on the jobber. We cannot "resolve" on the manufacturer. We cannot do a thing with any particular interest, as all parties are interested. In fact, we can do nothing but act as a general kicking club, which meets once a month or oftener if requested by the president.

The retail trade of Chicago should have an association of their own. This is not a new idea at all, as there have been meetings held years ago for this purpose. In fact, this very association represented here to-night was originally intended for a retailers' association. But unwise counsel obtained and here we have all interests combined, not able to do any one any good, but get together once a year on an occasion like this and look pleasant and give people a chance to talk and air their views who otherwise would not get the opportunity.

Let the retail dealers get together in an association of their own, and, by acting together, we can accomplish much that will be beneficial to all. We need not antagonize any interest not in conflict with our own, but we can make ourselves a very strong arm of this business,

strong enough, in fact, that the jobber and manufacturer will respect our interests and wishes more than at present; and if there ever was a time when there was a strong organization needed, it is at the present, to deal with questions which will surely come up in the future. The trend of affairs to-day is toward trusts in everything. All the interests of this business are turning to it, and where will the retail business be if we are not prepared for it? Where will we be if the syndicate gets control of the clear Havana supply? They will then have the most essential part of every cigar except the five-cent goods; not that the Havana Tobacco Trust could harm us very much, but with that will come the manufacturers' trust. There is a pretty strong combination to-day on seed Havana and five-cent goods, and they will eventually get the other branch. As far as we can see now, when that time arrives, if we are not in harmony to meet them we will simply have to submit to their dictation.

I have devoted my time so far to the trade, but a few words will not be out of place here to show the changes that have taken place in cigar stores in the way of furniture and fixtures in the last ten years. From the dark, uninviting and cheaply furnished cubby holes and stores they have become places of elegance, with their up-to-date fixtures and the most improved methods of keeping goods in their proper condition, each in keeping with the class of patronage the owner caters to. This, of course, is an extra burden of expense for which there is no return in increasing profits, but an increased volume of business from people who are naturally attracted to stores which are a credit for any man to enter.

Anti-Trust Jobbers.

In order to protect themselves against the alleged aggression of the Tobacco Trust, in other words, the American and Continental Tobacco Cos., the jobbers of this city not in the Metropolitan Tobacco Co. have organized the Independent Tobacco Jobbers' Association of Greater New York, electing Asa Lemlein, of 2327 Third Ave., president. About thirty jobbers throughout the city have joined the organization. The purpose is to fight the recently formed Metropolitan Co. A large number of independent manufacturers are assisting the jobbers. Some of them are: Buchanan & Lyall, Brooklyn; B. Leidersdorf, Milwaukee; Cameron & Cameron, Richmond; Moore & Calvi, N. Y.; Mrs. G. B. Miller & Co., N. Y.; D. Buckner & Co., N. Y.; J. B. Pace Co., Richmond; D. H. McAlpin & Co., N. Y.; Brown Bros. Co., Winston, N. C.

Mr. G. B. Marley, a well-known tobacco dealer of Charleston, W. Va., died in that city on March 22.

Business in Baltimore.

BALTIMORE, March 27.—Much talking has been done for weeks past among the retail tobacco trade with regard to a retailers' association, but as yet no organization has been effected. It is stated, however, that the goal is in sight, and something definite will be done within a very few weeks.

The American Tobacco Co. has absorbed another Baltimore firm, this being M. S. Pacholder & Co., manufacturers of the Sub Rosa all-tobacco cigarettes. The price paid is given out as \$200,000.

Mr. Louis Becker, of Becker Bros., importers and packers of domestic leaf, well-known among the retail and jobbing trade, as well as the leaf dealers, died on the morning of the 17th at his home near Walbrook. He was a man much admired, and will be greatly missed by his numerous friends.

Another death chronicled during the month was that of Mr. Parkinson R. Wiley, who lived at 901 N. Broad St. Mr. Wiley retired from active business 20 years ago, but prior to that time was a cigar manufacturer of prominence, running a factory on Eden St., corner Baltimore.

A petition has been filed in the U. S. District Court by the Blackwell's Durham Tobacco Co., asking that Chas. L. Neudecker, a tobaccoist on N. Howard St., be declared a bankrupt. He owes the Bull people \$850.

Chas. R. Horney, proprietor of a cigar store at Pratt St. and Broadway, will be careful where he smokes hereafter. He was a witness in an assault case this month, and entered the presence of the judge with his hat on and smoking a cigar. He removed the headgear, but clung to his cigar, and as a consequence received a severe lecture and the imposition of a fine of \$25, which he paid.

The Fulton Cigar Mfg Co., with a capital stock of \$10,000, has been incorporated to manufacture cigars. The incorporators are Fred. A. Wineke, Chris. Rosenbrock, Albert Strauss and T. R. Hanna.

Smokeless Cigars?

No, for you wouldn't enjoy them then, and the pleasure of a smoke would be a thing of the past, which is not the case with the cigars manufactured by the Health Tobacco Co., of Fifth Avenue and Forty-second Street, New York, whose "Health Cigars" are made in several sizes and of various grades, to suit all tastes, from the finest tobacco procurable, and the manufacturers claim they are equal in flavor to any cigars of corresponding prices on the market. They are in every respect like other cigars, except that before being made up the tobacco is subjected to treatment under the Gerold process, thereby neutralizing but not removing the nicotine—which treatment does not in any way detract from the enjoyment of smoking the cigar.

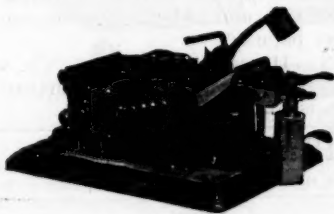
Even the oldest smokers are unable to tell of two cigars which has been treated and which has not, as the flavor of the cigar or its aroma are not affected in the least. Health cigars have become exceedingly popular not only in Europe but in America, and thousands of habitual smokers have welcomed them, because the liability to indigestion, nervousness, heartburn, and a score of diseases and physical disturbances produced by ordinary cigars and tobacco is entirely removed.

New York Cigar Output.

The number of cigars manufactured in New York City during the month of February was 47,927,505, against 47,016,770 the same month last year, showing an increase in favor of February, 1899, of 910,735 cigars. The production of the Second District for February of this year, compared to February last year, shows an increase of 1,745,583, while the Third District's output is credited with a decrease of 834,848. The total number of cigars manufactured in this city during the first two months of 1899 is 94,369,894, showing an increase over January and February, 1898, of 766,884, when the total number made was 93,603,010.

Electric Lighter and Cutter.

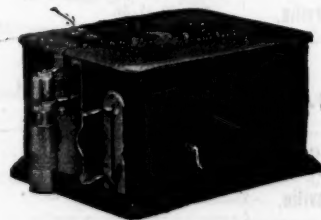
DEALERS have been fooled time and again on cigar lighters, and in order to get something to take with cigar men it was necessary to get out of the rut and produce an entirely new article, which has been done in getting up the "Perfecto Electric" cigar lighter



INTERIOR OF MACHINE.

and cutter. This interesting little machine is a magneto or small dynamo, generating its own electricity as used and not depending on batteries or other connection—is always ready, and will not run down. It is a handsome and very useful article for any cigar store, is practical, and attracts a great deal of attention, being up-to-date both electrically and mechanically.

The lighter is covered in red, blue, green or black leather, similar to a camera, or can be had in any finish of quartered oak, and cigar jobbers and manufacturers find it very useful, as their advertising can be neatly embossed on the leather in



COMPLETE LIGHTER AND CUTTER.

gold or silver leaf, or made in a metal plate and put on the top. Cigar stores can obtain the lighter through their manufacturers or jobbers, or, if unable to get one this

way, write The Abbott Electric & Mfg. Co., 74 Frankfort street, Cleveland, O., who will see you are supplied, be pleased to answer all inquiries, and quote prices on quantities.

Unmistakable Denial.

Following is the statement given out by Buchanan & Lyall, the big tobacco manufacturers of Brooklyn, whose plant, brands, etc., it has been repeatedly asserted, has been sold to the American or Continental Tobacco Cos.:

"We hereby emphatically deny the statement relative to our having sold out our tobacco manufacturing business to the American or Continental Tobacco Cos., and we also deny that we have treated on the subject with either the promoters of the aforesaid companies or the officials of the same. We also deny the statement that we are about to sell out. We are absolutely an independent tobacco manufacturing concern, employing union labor only, and we have no idea of selling out to any tobacco organization."

To further substantiate what is contained in the foregoing denial, this firm has just placed upon the market a new brand of long cut smoking called "Flush," put up in 1 2-3 oz foil packages, 5 and 2½ lbs. to the case, and selling to the jobbing trade at 36c. This brand is now going well, but as an inducement to still further the sale eight 1 2-3 oz papers of Just Suits cut plug is given with each order. The label of the Flush brand is neatly gotten up in red, blue and black, with a yellow background, on the front of which stands out in big letters the words Anti Trust. On the side of the package is this: "Take Notice. We are in no way connected with tobacco trusts or combinations, and employ union labor only. Buchanan & Lyall." The back of the package is adorned with a hand holding a bill case, half opened, while another hand is depositing in this a check for \$500,000 drawn on the Anti-Trust Bank and payable to bearer.

San Francisco Sitings.

SAN FRANCISCO, Mch. 24. — Where is the Liggett & Myers Tobacco Co. in the present muddle of trusts and combinations is a question that is agitating the minds of retail cigar and tobacco dealers of the Coast.

H. Ottenberg, of S. Ottenberg & Sons, New York, was also here this month, and with the assistance of the local man, Arnold Pollak, and the Western agent, H. Jacoby, raked in many excellent orders, which in the aggregate will amount to about \$86,000, it is said.

Bernard Stahl, of New York, was here this month, and as usual did a good business. M. Blaskower & Co., of this city, are so well pleased with the La Flor de Cassanova brand of this house that Mr. Stahl booked a big order for same.

The Little Casino, of Kerbs, Wertheim & Schiffer, a short smoke retailing 3 for 10 cents, recently made its appearance at M. A. Gunst & Co.'s, and bids fair to become very popular.

S. Hershheim Bros. & Co.'s goods, the El Belmont in particular, is finding a ready sale.

NEW YORK THEATRES.

Attractions to appear during the month of April, 1899.

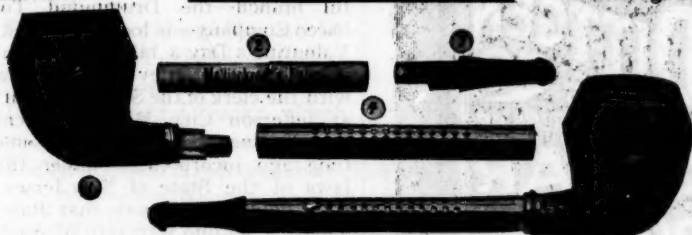
Academy of Music. DENN & THOMPSON IN "THE OLD HOMESTEAD.	American. Apr. 3, <i>The Merry Wives of Windsor.</i> " 10, 17, 24, CARMEN.	Bijou. The Purple Lady.
Broadway. JAMES O'NEILL IN THE MUSKETEERS	Casino. In Gay Paris.	Columbus. Apr. 3, <i>The Female Drummer.</i> " 10, <i>Bob Fitzsimmons & Co.</i> " 17, <i>Kate Claxton.</i> " 24, <i>Yon Yonson.</i>
Daly's. The Great Ruby.	Empire. Empire Theatre Stock Co. in LORD & LADY ALGY.	Fifth Ave. Apr. 3, 10, 17, MINNIE MADDEN FISK. Apr. 24, CHAS. T. COGHILL.
Garden. CLOSED.	Garrick. Mrs. Leslie Carter in ZAZA.	Grand Opera House. May Irwin.
Harlem Opera House. Apr. 3, <i>Chauncey Olcott.</i> " 10, <i>Olga Nethersole.</i> " 17, <i>Joseph Jefferson.</i>	Harlem Music Hall. Vaudeville and Burlesque.	Herald Square. Apr. 3, 10, 17, MAC LEAN COMPANY IN REPERTOIRE Apr. 24, ALHABA.
Koster & Bial's. Foreign Vaudeville.	Keith's. Continuous Vaudeville.	Knickerbocker. Apr. 3, <i>E. H. Sothorn.</i> Apr. 10, 17, 24, Julia Marlow.
Lyceum. Apr. 3, <i>John Ingerfield.</i> Apr. 10, 17, 24, Rupert of Hentzau.	Manhattan. Mlle. Fifi.	Madison Square. Because She Loved Him So.
Murray Hill. Henry V. Donnelly's Stock Co. IN REPERTOIRE.	Palace & Proctor's TWENTY-THIRD ST. Continuous Vaudeville.	Star. At Piney Ridge.
Victoria. ROGERS BROS. in A REIGN OF ERROR.	Wallack's. The Cuckoo.	Weber & Field's. Vaudeville and Burlesque.
14th Street. Apr. 3, 10, 17, REPORT FOR DUTY. Apr. 24, MOTHER GOOSE.	Jack's. The Model and The Garden Party.	Dewey. Vaudeville and Burlesque.

The Pipe of the Century

Nicotine
Absorbent and

"Mallinckrodt Patent"

Ventilated
Smoking Pipe



COMPLETE PIPE

You have certainly missed one of the greatest enjoyments of your life. As the oldest manufacturers of Smoking Pipes in the United States, having during the past forty years made every description in use within that time, we confidently assert, that for *perfect cleanliness, beauty and simplicity of design, as well as comparative cheapness*, no Pipe ever invented has received such *unbounded approval* as the "Mallinckrodt," and we unhesitatingly endorse and guarantee its merits in every particular. In 1898 alone we sold over 100,000, and the demand has only just commenced. There is big money in them; many dealers make them a specialty and are reaping a harvest of trade in their respective localities. Although a patented article, yet for a genuine *French Briar* Pipe they cost but a trifle more than the ordinary every day pipe, and, when once used, smokers will never be satisfied with anything else.

Send for illustrated circular C. S. and price list with numerous unsolicited testimonials of endorsement.

HARVEY & WATTS CO., Sole Manufacturers,

275 CANAL ST., NEW YORK.

Station E, Philadelphia.

Perfecto Electric

CIGAR LIGHTER
AND CUTTER...

YOU DON'T HAVE TO WIND IT UP.
YOU DON'T HAVE
TO "SET IT UP."
IT WILL NOT PLAY OUT.
NO BATTERIES.

Works the Best of Anything Ever
Used on a Cigar Stand.

Not in Competition with Other Lighters Except
that Prices are Lower.

We have a dozen ways of
Putting on Advertising.

Embossing it on the Leather in Gold or Silver
Leaf makes a fine display.

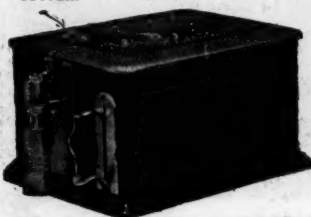
Write us for Samples and Quotations
on Quantities.

The Abbott Electric & Mfg. Co.

74 Frankfort Street,
CLEVELAND, O.

"You Can't Smoke a Cigar
Until you Light it."

CUTTER.



Finished in Red, Blue, Green or Black
Leather or Quarter Sawed Oak.



Interior of Machine.

IT IS HANDSOME.

Cigar Stores should ask their jobbers for one or write us as to where they can get one.

Please mention THE CIGAR STORE in answering advertisements.



"It's all in the Lens"

Our lenses are famous.



Use the
KORONA CAMERAS

We invite the attention of photographers to these Cameras; to the unequalled character of the lenses used, to the nicety of manufacture, and to the moderate prices. In these particulars they are unique.

These Cameras are made in all sizes and styles, and all equipped with our famous lenses.

Send for a Catalogue.

Gundlach Optical Co.
Rochester, N. Y.

In the Mire Already.

The first suit against the Continental Tobacco Company will come up for trial in Missouri, in which State their largest and most powerful branch—the Drummond Tobacco Company—is located. On St. Valentine's Day a bill of complaint was filed by Attorney-General Crow with the clerk of the Supreme Court at Jefferson City, Mo., to prevent the Continental, which was some time ago incorporated under the laws of the State of New Jersey, from doing business in that State. The suit is a quo warranto proceeding against the Continental and the four or five branches located in the State of Missouri, and the petition recites the history of the amalgamation of the separate Missouri corporation and firms with the Continental Tobacco Company, charging that these companies are violating the State Anti-Trust law by combining to control the output and the prices of plug tobacco in the State, and that the writ should be granted not only under the Anti-Trust law, but also on the ground of public policy.

Concerning the Retailer.

The Commissioner of Internal Revenue had occasion the other day to again rule with direct reference to the man behind the counter in the retail cigar store. He says the taking of a handful of cigars from a box in a show-case, placing the same on top of the case to allow the buyer to pick out a good one, and the replacing of those unsold in the box, would not be regarded as a violation of the law in removing the cigars from a stamped package and then replacing the same, the practice being older than the law itself. It is very inconvenient for a clerk to set a box of cigars out on the case every time a customer comes in, and this ruling, which has been made time and again, will be good news to many who heretofore were not confident as to whether they were keeping within the bounds of the law.

Please mention THE CIGAR STORE in answering advertisements.

Perfection at Last...

A NICOTINE CATCHER

That has none of the objections usually in found this class of pipes

The Most Simple and Practical Device Ever Produced for this Purpose and Insures a Clean, Dry and Healthful Smoke. Nothing to Throw Away and Renew.



The Attachment is Indestructible; ALWAYS IN ORDER. No Experiment.

The attachment is made of bone, no metal, and remains in the pipe while you smoke. The head sprays the smoke, and in doing so cools it, so it does not irritate or burn the end of the tongue.

NO NICOTINE CAN ENTER THE SYSTEM. SATISFACTION GUARANTEED.

To clean, simply remove the attachment and wipe it off.

Manufactured at present in three styles. Retail Prices, complete with attachment.

Solid Hard Rubber, Vulcanized Bit and Sweet French Briar Bowl, \$.50

Genuine Amber, \$2, in Case 2.75

Genuine Meerschaum, in Case 6.00

203 Pipes Sold in One Day in Town When First Introduced.

SPECIAL TERMS TO DEALERS.

W. O. BLASE

Inventor and Manufacturer

Knickerbocker Bldg., Room 14, NEW YORK CITY.
Cor. Fifth Ave. and Fourteenth Street.

BARGAINS IN TYPEWRITERS.



Business men can save much valuable time by using a Typewriter. You will not be without one after once using. We furnish Remingtons, Smiths, Hammonds and all standard machines at from \$35 to \$40, with full guarantee.

New machines at reduced prices. Will send machine subject to trial. Standard machines rented at \$3 monthly. We also exchange and buy for cash, Desks, Cabinets and Supplies at reduced prices. Send postal for illustrated list of all standard machines.

CONSOLIDATED TYPEWRITER EXCHANGE.
245 BROADWAY, NEW YORK CITY.
Telephone, 8389 Cortlandt.

IF YOU WANT MONEY.

GO WHERE MONEY IS!

THERE IS PLENTY IN THE RICH NEW ENGLAND FIELD.

WAGES ARE GOING UP DAILY, BUSINESS IS BOOMING.

TOBACCO TRADE'S COVERS THIS FIELD, AND COVERS IT THOROUGHLY.

IT WILL PUT YOU IN TOUCH WITH THOUSANDS OF RETAILERS.

ADVERTISING RATES ARE LOW, SERVICE IS THE BEST.

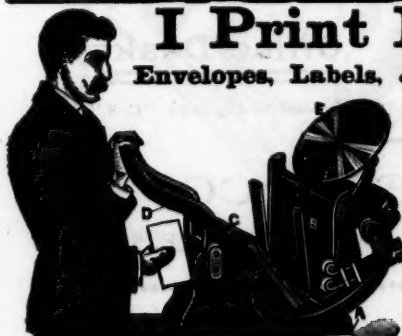
THE TOBACCO TRADES,

21 VINE STREET,

BOSTON.

I Print My Own Cards,

Envelopes, Labels, &c. with the \$5 Printing Press!



Saves money. Pleasant amusement. Big profits printing for friends and neighbors. Typesetting easy, printed instructions sent. Large press \$18, prints circulars, books, or a small newspaper. Old or young have fun and make money at printing. Send stamp for catalogue with testimonials, samples of printing, type, paper, cards, &c. Direct to factory, KELSEY & CO. Meriden, Connecticut.

Please mention THE CIGAR STORE in answering advertisements.

Have You Seen Our Cat-

alogue? It is yours for the asking—a postal card does the business—and you will be agreeably surprised to learn how cheaply you can replace your old desk with a brand new, modern, up-to-date office desk with all improvements; just what you have wanted for so long a time. The Best Advertisement for an Office is

A GOOD DESK



We Make High-Grade
Church and School Furniture,
Settees for Depots, Hotels, Etc.

Office Desks

Send for Catalogue "C. S."

GATES DESK CO.,

GREENVILLE, S. C.

Please mention THE CIGAR STORE in answering advertisements.



Strictly Havana Filler

La Cubina

High Grade Nickel Cigar

\$35⁰⁰ per 1,000

SAMPLES ON APPLICATION, GRATIS

JOSEPH KRAUS CO.

Mfrs. of Fine Cigars,

2d Ave. and 84th St.,

NEW YORK.

Nicotine Made Harmless...



HEALTH CIGARS

Are Made of the
Finest Imported and
Domestic Tobacco

which has first been treated with a
solution discovered by Prof. Hugo
GEROLD, of the University of Halle,
Germany, accredited with being the
greatest authority in Europe on nic-
otine poisoning. In these cigars the

NICOTINE IS
RENDERED HARMLESS
BY BEING NEUTRALIZED,

but is not removed, and therefore
the Flavor or Aroma is not Affected.

RECOMMENDED BY
PHYSICIANS EVERYWHERE.
IMMENSE SALES EVERYWHERE.

52 Million Health Cigars smoked in Europe last year and consumed by all classes from
the peasant to the

CZAR OF RUSSIA

who smokes them exclusively under command of the Imperial Physician.

CIGAR DEALERS EVERYWHERE

are invited to correspond with us,
in reference to agencies.

Telephone,
3392-38th Street.

THE HEALTH TOBACCO CO., Fifth Ave. and 42d St., New York.

1000 GUMMED LABELS

with your name, business, address, etc., neatly printed on them, given free with a year's subscription to

The Cigar Store.

These labels can be used in a thousand ways in advertising your business, and are just what you want to stick on boxes of cigars, packages of tobacco, cigarettes, etc.

Send us your business card, with money or express order for \$1.00, and we will make up the labels and send them to you by prepaid mail.

THE CIGAR STORE,
50 Times Building, New York.
Telephone, 3707 Cortlandt.



COMFORT
secured by using the
**Improved Washburne
Patent Fasteners**
applied to
BACHELORS' BUTTONS
PENCIL HOLDERS
EYE-GLASS HOLDERS
Sample of any of the above sent
postpaid for 10 cents.
HOSE SUPPORTERS
CUFF HOLDERS
DRAWERS SUPPORTERS
Pair of any of these for 50 cents
postpaid.
KEY CHAINS
Sample sent for 50 cents.
These little articles are
simple, with nothing about
them to break or get out
of order. Hold with a
bull dog tenacity, but
don't tear the fabric.
*Their utility makes them
an absolute necessity.*
FREE! Handsomely illustrated booklet sent on request.
AMERICAN RING CO.
"Box 66," Waterbury, Conn.

Finest Clear Havana Cigar Made

MADE
IN
42
SIZES



PRICES
FROM
\$50
TO
\$180

A. E. FARMER & Co.,

SOLE DISTRIBUTORS,

Telephone, 2123 Spring.

699th BROADWAY, NEW YORK.